## ORDER

105333 Order / Rev: Orders Alt Order #: 06839841 Product Desc: Issue Estimate: 1577 Flight Dates: 09/12/12 - 09/17/12 Primary AE: Amy McCreary Original Date / Rev: 08/08/12 / 08/27/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Great American Media **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Democratic Congressional Campaign Advertiser Name: A35+ Demographic: New Business Thru: Product Codes: PLI2 Order Separation: 00:15:00 Priority: SELECT PRIORITY CODE Advertiser External ID: Revenue Codes: POLITICAL/AGY, PISSUE, GEN Agency External ID:

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/17/12	95	\$81,675.00	\$69,423.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	95	\$81,675.00	\$69,423.75	0.00
Totals	95	\$81,675,00	\$69 423 75	0.00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$81,675.00
Market	100%	\$272,250.00

	F	
Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$73,507.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$46,282.50
KTUD	1%	\$2,722.50
KVVU	17%	\$46,282.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	8%	\$21,780.00

_Lr	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/12/12	09/17/12	M-F 5-6a WakeUp	w/Wa@M	5-6a	M-WTF	:30	5	\$325.001	0,00 NM	5	\$1,625,00
				M-F 5-6a WakeUp	w/Wagners								
	WAKE	UP WITH '	THE WAG	NERS ORDER CAN	NOT START	UNTIL WED 9/1	2						•
	ORDER	CANNOT	START U	NITL WED 9/12									
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u> <u>R</u>	ating						

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Ln		Start	End	Inventory Code		Start/End Ti		Len Spe			Rtg Type		Amount
E 1	KSNV	09/12/1:	2 09/17/12	M-F 5-6a WakeUp M-F 5-6a WakeUp	-	5-6a	M-WTF	:30	5	\$325.001	0.00 NM	5	\$1,625.00
			T START U	NERS ORDER CAI NITL WED 9/12	NNOT START	UNTIL WED	9/12						
We	<u>Start</u> ek: 09/1	<u>Date</u> 1/12	End Date 09/17/12	<u>Weekdays</u> M~WTF	Spots/Week 5	<u>Rate</u> \$325.00	Rating 0.00			-		-	
E 2	KSNV	09/12/1	2 09/17/12	Wake Up Early w/		430a-5a	M-WTS	:30	5	\$200.001	0.00 NM	5	\$1,000.00
				Wake Up Early W /AGNERS ORDER NITL WED 9/12	<b>O</b>	ART UNTIL V	/ED 9/12				:		
Me	<u>Start</u> eek: 09/1	: <u>Date</u>	End Date 09/17/12	<u>Weekdays</u> M-WT∽-S	Spots/Week 5	<u>Rate</u> \$200.00	Rating 0.00						
				M-F 6-7a WakeUp		<del>\$200.00</del> 6-7а	M-WTF	:30	4	\$1,000.001	0.00 NM	4	\$4,000.00
				M-F 6-7a WakeU NERS ORDER CAI NITL WED 9/12		UNTIL WED	9/12						
	Start	: Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	ek: 09/1		09/17/12	M~WTF~~		\$1,000.00	0.00	-00		A4 500 004	0.00.104		<b>#</b> 0.035.00
٦	TODAY S	SHOW (		Today Show Today Show NOT START UNT NITL WED 9/12	CM TL WED 9/12	658a-9am	M-WTF	:30	4	\$1,500.001	0.00 NM	4	\$6,000.00
		Date	End Date 09/17/12	Weekdays M-WTF	Spots/Week	<u>Rate</u> \$1,500.00	Rating 0.00						
				News 3 Sunrise -		6a-7a	S-	:30	1	\$350,001	0.00 NM	1	\$350.00
				News 3 Sunrise 5 ER CANNOT STAI NITL WED 9/12		D 9/12					٠		
We	<u>Start</u> eek: 09/1	<u>t Date</u> 0/12	End Date 09/16/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$350.00	Rating 0.00	,					
E 6	KSNV	09/15/1	2 09/15/12	Saturday Today	CM	7a-9am	S-	:30	1	\$625.001	0.00 NM	1	\$625.00
				Saturday Today R CANNOT START NITL WED 9/12	UNTIL WED	9/12	•						
We	<u>Star</u> eek: 09/1	<u>t Date</u> 0/12	End Date 09/16/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$625.00	Rating 0.00						
E 7	KSNV	09/16/1	2 09/16/12	News 3 Sunrise		6a-7a	5	:30	1	\$325.001	0.00 NM	1	\$325.00
				News 3 Sunrise S ER CANNOT STA NITL WED 9/12		ED 9/12							
۱۸ <i>۱</i> ،	<u>Star</u> eek: 09/1	t Date	End Date 09/16/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u> \$325.00	Rating 0.00						
_				Sunday Today	CM	7a-8am	S	:30	1	\$750.001	0.00 NM	1	\$750.00
				Sunday Today R CANNOT STAR NITL WED 9/12	RT UNTIL WEI	O 9/12							
	<u>Star</u>	<u>t Date</u>	End Date	<u>Weekdays</u>	Spots/Week		Rating						
h	eek: 09/1 KSNV		09/16/12	S M-F Today Show	II 3rd HRM	\$750.00 9-10a	0.00 M-WTF	:30	3	\$750.001	0.00 NM	3	\$2,250.00
,	TODAY	SHOW	II ORDER C	M-F Today Show ANNOT START U	<i>t</i> 11		77 3711	.00	Ü	φ/ 50.50 T	0.00 14101		Ψ2,200.00
I		CANNO t Date	ו SIARIU <u>End Date</u>	NITL WED 9/12 Weekdays	Spots/Week	<u>Rate</u>	Rating						
	eek: 09/1	1/12	09/17/12	M-WTF	3		0.00						
E 12	KSNV	09/12/1	2 09/17/12	M-F Today Show Today 4th Hour	III 4th 16M	10am-11am	M-WTF	:30	5	\$325.001	0.00 NM	5	\$1,625.00
	ORDER	CANNO	OT START L	CANNOT START UNITL WED 9/12			m						
· VV	<u>Star</u> ′eek: 09/	<u>t Date</u> 11/12	End Date 09/17/12	<u>Weekdays</u> M-WTF	Spots/Week 5	·	<u>Rating</u> 0,00						
E 13	KSNV	09/12/1	12 09/17/12	Rachael Ray Rachael Ray	СМ	11am-12pm	M-WTF	:30	5	\$325.001	0.00 NM	5	\$1,625.00
	RACHE	L RAY C	ORDER CAN	Rachael Ray INOT START UNT	IL WED 9/12								

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Ln Ch Start End ORDER CANNOT START U		eak Start/End	Time Days	Len Spo	ots Rate Pr	i Rtg Type Sp	ots	Amount
Start Date	Weekdays Spots/W		Rating	•		1		
E 14 KSNV 09/12/12 09/17/12			0.00 M-WTF	:30	5 \$425.001	0.00 NM	5	\$2,125.00
NEWS 3 AT NOON ORDER ORDER CANNOT START U	Noon News CANNOT START UNTIL W			,55	ψ 120.0 <b>0</b> 1	olog rum	Ů	φ2, 120.00
Start Date         End Date           Week: 09/11/12         09/17/12	<u>Weekdays</u> <u>Spots/W</u> M-WTF	<u>eek Rate</u> 5 \$425.00	Rating 0.00					
E 15 KSNV 09/12/12 09/17/12	The Agenda 1230pm CN The Agenda 1230pm	1 1230-1p	M-WTF	:30	5 \$325.001	0.00 NM	5	\$1,625.00
NEWS 4: THE AGENDA OF ORDER CANNOT START U	RDER CANNOT START UNT	IL WED 9/12						
<u>Start Date</u> <u>End Date</u> Week: 09/11/12 09/17/12	<u>Weekdays</u> <u>Spots/W</u> M-WTF	<u>eek</u> <u>Rate</u> 5 \$325.00	Rating 0.00			Ì		
E 16 KSNV 09/12/12 09/17/12			M-WTF	:30	5 \$325.001	0.00 NM	5	\$1,625.00
THE DOCTORS ORDER CA ORDER CANNOT START U	The Doctors ANNOT START UNTIL WED INITL WED 9/12	9/12						
Start Date End Date	Weekdays Spots/W		Rating					
Week: 09/11/12 09/17/12 E 17 KSNV 09/12/12 09/17/12	M-WTF Dr. Phil CA	5 \$325.00 1 3-4p	0.00 M-WTF	:30	5 \$450.001	0,00 NM	5	\$2,250.00
DR. PHIL ORDER CANNOT ORDER CANNOT START U	Dr Phil START UNTIL WED 9/12		P1 <b>411</b>	.50	φτου,ου τ	0.00 14141	3	ΨΖ,ΖΟΟ.ΟΟ
Start Date End Date	Weekdays Spots/W		<u>Rating</u>					
Week: 09/11/12 09/17/12 E 18 KSNV 09/12/12 09/17/12	M-WTF NEWS 3 at 4 (1 HOUR)CN	5 \$450.00 1 <b>4</b> -5pm	0.00 M-WTF	:30	5 \$600.002	0.00 NM	5	\$3,000.00
•	4PM NEWS (1 hour) ORDER CANNOT START UN	(4:00 PM-4:		.50	υ φουσίους	0.00 NIN	J	ψ3,000.00
<u>Start Date</u> <u>End Date</u> Week: 09/11/12 09/17/12	<u>Weekdays</u> <u>Spots/W</u> M-WTF	<u>eek</u> <u>Rate</u> 5 \$600.00	<u>Rating</u> 0.00					
E 19 KSNV 09/12/12 09/17/12  NEWS 4 AT 430P ORDER ( ORDER CANNOT START L	4PM NEWS (1 hour) CANNOT START UNTIL WE	(4:30 PM-5:	M-WTF	:30	5 \$700.001	0.00 NM	5	\$3,500.00
<u>Start Date</u> <u>End Date</u> Week: 09/11/12 09/17/12	Weekdays Spots/M M-WTF	<u>eek</u> <u>Rate</u> 5 \$700.00	Rating 0.00					
E 20 KSNV 09/12/12 09/17/12		7	M-WTF	:30	5 \$1,000.001	0.00 NM	5	\$5,000.00
EARLY NEWS ORDER CAI ORDER CANNOT START U	M-F Early News NNOT START UNTIL WED 9 JNITL WED 9/12	/12						
Start Date End Date	Weekdays Spots/W		Rating					
Week: 09/11/12 09/17/12 E 21 KSNV 09/15/12 09/15/12	M-WTF Sa-Su Early News Cf	5 \$1,000.00 f 5pm-630pr	0.00 nS-	:30	1 \$650.001	0.00 NM	1	\$650.00
KSNV EARLY NEWS ORD	Sa-Su Early News ER CANNOT START UNTIL	•	5	,00	1 4000.001	0.00 MM	'	ψοσο.σσ
ORDER CANNOT START U Start Date End Date	Weekdays Spots/W	eek Rate	Rating	•				
Week: 09/10/12 09/16/12	S-	1 \$650.00	0.00					
	M-F Jeopardy/Wheel of Fo DER CANNOT START UNTIL	rtune	ı M-WTF	:30	5 \$1,000.001	0.00 NM	5	\$5,000.00
ORDER CANNOT START U Start Date End Date	Weekdays Spots/M		<u>Rating</u>					
Week: 09/11/12 09/17/12 E 23 KSNV 09/12/12 09/17/12	M-WTF Face to Face w/ RaistonCl	5 \$1,000.00 // 730-758pm	0.00 N-WTF	:30	5 \$800.001	0.00 NM	5	ቀል ለበበ ለቀ
Face to Face ORDER CAN	Face to Face w/ J.Ralston NOT START UNTIL WED 9/	•	, w-w1	.ou	5 \$000,001	U.UU INIVI	5	\$4,000.00
ORDER CANNOT START U Start Date End Date Week: 09/11/12 09/17/12	Meekdays Spots/V M-WTF	<u>/eek Rate</u> 5 \$800.00	Rating 0.00					

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Ln Ch	Start	End	Inventory Code	Break	Start/End <sup>-</sup>	Гime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 24 KSNV	09/15/1	2 09/15/12	Vegas Inc.	СМ	6:30-8pm	S-	:30	1	\$375.001	0.00 NM	1	\$375.00
			Vegas Inc. `START⁺UNTIL W NITL WED 9/12	ED 9/12								
<u>Sta</u> Week: 09/	rt <u>Date</u> 10/12	End Date 09/16/12	Weekdays	Spots/Week 1	<u>Rate</u> \$375.00	Rating 0.00						
E 25 KSNV	09/17/1	2 09/17/12	•	CM	8-10pm	M	:30	2	\$4,000.001	0.00 NM	2	\$8,000.00
			Monday Prime 8 DT START UNTIL NITL WED 9/12									
<u>Sta</u> Week: 09/	rt Date	End Date 09/23/12	<u>Weekdays</u> M	Spots/Week	Rate	Rating						
			Mon PR 10-11p	CM	\$4,000.00 10-11pm	0.00 M	:30	1	\$3,200.001	0.00 NM	1	\$3,200.00
NBC P	RIME OR	DER CANN	Monday Prime 1 OT START UNTIL NITL WED 9/12	0-1 <b>1</b> pm			.00	•	40,200.001	0.00 11111	·	ψ0,200.00
	rt Date	End Date 09/23/12	<u>Weekdays</u> M	Spots/Week 1	<u>Rate</u> \$3,200.00	<u>Rating</u> 0.00						
E 27 KSNV	09/12/1	2 09/12/12	Wed PR 10-11p	СМ	10-11pm	W	:30	1	\$3,200.001	0.00 NM	1	\$3,200.00
			Wednesday Prin OT START UNTIL NITL WED 9/12									
	rt Date	End Date	<u>Weekdays</u> w	Spots/Week	Rate	Rating						
Week: 09		09/16/12	Fri PR 9-10p	CM	\$3,200.00 9-10pm	0.00	:30	1	\$2,600.001	0.00 NM	1	\$2,600.00
GRIMM	ORDER	CANNOT S	Friday Prime 9-1 START UNTIL WEI NITL WED 9/12	0pm	5 1 <b>0</b> p	'	.00	'	Ψ2,000.001	0.00 1410	,	Ψ2,000.00
<u>Sta</u> Week: 09	rt Date	End Date 09/16/12	Weekdays	Spots/Week	<u>Rate</u> \$2,600.00	Rating 0.00						
			NFL End of Gam		1p-9p	0.00	:30	1	\$8,000.001	0.00 NM	1	\$8,000.00
			NFL End of Gam NOT START UNTI NITL WED 9/12									, ,
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
F 30, KSNV		09/16/12 12 09/16/12	News 3 Live in P	rime CM	\$8,000.00 7-10pm	0.00	:30	1	\$1,600.001	0.00 NM	1	\$1,600.00
NEWS	AFTER I	NFL ORDER	News 3 in Prime CANNOT START		ŕ	Ü	.00	•	Ψ1,000.001	0.00 (111	,	Ψ1,000.00
	art Date	End Date 09/16/12	Weekdays	Spots/Week	<u>Rate</u> \$1,600.00	Rating 0.00						
			M-F News 3 at E		11pm-1135		:30	2	\$1,200.001	0.00 NM	2	\$2,400.00
			M-F News 3 at E ER CANNOT STAI INITL WED 9/12		D 9/12 ·							
<u>St</u> Week: 09	art <u>Date</u> /11/12	End Date 09/17/12	<u>Weekdays</u> M-WTF	Spots/Week 2	<u>Rate</u> \$1,200.00	Rating 0.00						
E32 KSNV	09/15/	12 09/15/12	Sa-Su News 3 a		11pm-1135	ipmS-	:30	1	\$1,100.001	0.00 <b>N</b> M	1	\$1,100.00
			Sa-Su News 3 a ER CANNOT STAI JNITL WED 9/12		D 9/12							
-	art Date	End Date	<u>Weekdays</u> S-	Spots/Week		Rating						
Week: 09 E 33 KSNV		09/16/12 12 09/17/12	The Tonight Sho		\$1,100.00 1135p-123	0.00 7a M-WTF	:30	3	\$750.001	0.00 NM	3	\$2,250.00
TONIG	HT SHO	W W/ JAY L	Tonight Show ENO ORDER CAI JNITL WED 9/12		•		.50	J	ψ. 00.00 I	5.55 SKIVI		ψ <u>2,200.00</u>
	art Date		Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week; 09	/11/12	09/17/12	M-WTF	3		0.00					<u> </u>	

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